GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:478
ANSWERED ON:26.02.2016
Illeffects of Tobacco
Nayak Shri B.V.

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether the Government has conducted any study to determine the impact of advertisement on promotion of tobacco products, if so, the details thereof and the outcome therefor;

(b) whether the Government is planning to introduce any law to prohibit advertisement on television, cinema and radio promoting cigarette smoking and other tobacco products; and

(c) it so, the details thereof and the steps taken by the Government in this regard?

Answer

ANSWER
THE MINISTER OF HEALTH AND FAMILY WELFARE
(SHRI JAGAT PRAKASH NADDA)
(a) to (c): The Ministry of Health & Family Welfare has not conducted any such study.

Section-5 of the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003 (COTPA, 2003), prohibits all direct and indirect advertisements of the tobacco products. The said prohibition also extends to any activity that promotes the use or consumption of cigarettes or any other tobacco products.

Besides, the Ministry of Health & Family Welfare notified the Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Rules 2011 [second amendment rules] vide G.S.R 786 dated 27th October, 2011 and subsequently revised these Rules vide G.S.R. 708(E) dated 21st September, 2012. As per the Rules, all the movies and television programmes displaying tobacco products or their use shall display:

â€¢ Anti-Tobacco Health Warning as a prominent static message during period of display of tobacco products or their use.
â€¢ Anti-Tobacco Health Spot and Disclaimer of 30 seconds duration each in the beginning and middle.

The display of brands of tobacco products or any form of tobacco product placement along with the display of tobacco products or their use in the promotional material and poster of films and television programmes is prohibited.